



TOURISM ADVISORY COUNCIL

RED LION COLONIAL HOTEL

2301 Colonial Drive, Helena MT 59601

FEBRUARY 2-4, 2009

Persons may address the Tourism Advisory Council in person at the Red Lion Colonial Hotel, 2301 Colonial Drive, Helena, MT. Persons may address the Council on any matter listed on the agenda by contacting Stan Ozark, TAC Chair, before the item is considered. Matters not listed on the agenda may be addressed during the public comment period provided upon reopening of the agenda after lunch. Further information related to each agenda item, if any, can be obtained by contacting Barb Sanem, Industry Program/Compliance Specialist, Montana Promotion Division, P.O. Box 200533, Helena, MT 59620-0533, Phone 406-841-2769, Email barb@visitmt.com.

COMMITTEE MEETING SCHEDULE

All committee meetings are open to all Region and CVB representatives, the entire Tourism Advisory Council and the public.

MONDAY, February 2, 2009

- 1:00 – 2:50 Tourism Research/Public Awareness Committee – Clark Room**
--Rhonda Fitzgerald – Chair, Cyndy Andrus, Sandra Cahill, Ed DesRosier, Dolores Plumage, Paul Tuss, Sarah Bannon, Robin Hoover, Marne Hayes, Sara Rowe, Carol Lindseth, John Laney, Barb Neilan, Jan Metzmaker, Katy Peterson, Sarah Lawlor, Norma Nickerson
- 3:00 – 3:30 Audits & Applications Committee – Clark Room**
--Ramona Holt – Chair, Mark Browning, Bev Harbaugh, Rob Ringer, Amber Wood-Jensen, Sandy Watts, Barb Sanem
- 3:30 – 4:50 Regulations Committee – Clark Room**
--Ramona Holt – Chair, Mark Browning, Bev Harbaugh, Rob Ringer, Amber Wood-Jensen, Sandy Watts, Racene Friede, Carla Hunsley, Gayle Fisher, Joan Kronebusch, Marysue Costello, Barb Sanem
- 5:00 – 6:30 TAC Executive Committee – Helena Room**
--Stan Ozark – Chair, Cyndy Andrus, Mark Browning, Rhonda Fitzgerald, Bev Harbaugh, Ramona Holt, Betsy Baumgart, Anna Marie Moe



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TENTATIVE AGENDA

TUESDAY – February 3, 2009 – Capitol Room

8:30 – 8:35 Call to Order, Introductions, Unfinished Business

--Stan Ozark, Chair

8:35 – 8:40 Consent Agenda

All matters listed hereunder collectively constitute a consent agenda, and will be acted upon by a vote of the Council. The motion for adoption of the consent agenda must receive unanimous approval. Items on the consent agenda may be read by title only, except upon the request of a member of the Council or the public, in which event the matter shall be removed from the consent agenda and considered as a separate item. No debate is allowed on the consent agenda or on any item included in it.

Action Item

1. Approval of October 2008 TAC Meeting Minutes

Information Items

2. RMI Annual Report
3. Letter to Governor Schweitzer (LC11 – now HB84)
4. Letter to House Natural Resources Committee (HB84)
5. Letter to Senator Baucus & Senator Tester
6. Letter to Augusta community

8:40 – 10:00 Promotion Division Update

--Betsy Baumgart, Montana Promotion Division Administrator

- Montana Film Office (MFO) Update
 - HB163
- Montana Promotions Update
 - Governor's Conference on Tourism & Recreation
 - March 30-31, 2009 Red Lion Colonial Hotel, Helena
 - Publications
- 2009 Legislative Session Update
- Revenue Reports
 - Tourism trends and forecast

10:00 – 10:15 Break

- 10:15 – 11:30 **Consumer Advertising**
--Katy Peterson, Consumer Marketing Manager
- Warm Season Campaign
- 11:30 – 12:00 **Discussion with Area Legislators**
- Tourism Speaks Presentation
- 12:00 – 1:00 **Lunch – Natatorium (cost is \$6)**
(12:00 – 12:10 – Region/CVB representatives bring your calendars to schedule the spring marketing & Region/CVB meeting)
- 1:00 – 1:15 **Public Comment** on issues relevant to Council jurisdiction but not on the agenda
- Virginia City DVD Presentation
- 1:15 – 2:15 **Committee Reports by Respective Chairs**
- Audits Applications Committee – Ramona Holt, Chair
- Audit recommendations
- Regulations Committee – Ramona Holt, Chair
- Changes to Regulations recommendations
- Tourism Research/Public Awareness Committee – Rhonda Fitzgerald, Chair
- FY10 ITRR Projects
- 2:15 – 3:15 **Impacts of Bike Travel**
--Jim Sayer, Executive Director, Adventure Cycling
- 3:15 – 3:30 **Break**
- 3:30 – 4:30 **Montana Tourism & Recreation Initiative (MTRI)**
-- MTRI – Strategic Plan 2008-2012, pages 42 – 45
- MTRI Partners Panel Discussion
- 4:30 – 5:00 **Committee Reports by Respective Chairs (Continued)**
--Special Event Grants Task Force – Mark Browning, Chair
- Grant recommendations
- Tourism Awards/Site Selection Task Force – Bev Harbaugh, Chair
- TIIP Grants Task Force - Cyndy Andrus, Chair
- 5:00 **Recess**
- 5:45 – 7:30 **Night of Political Satire**
Transportation Provided
Sponsors:
Helena Area Chamber of Commerce/CVB, Gold West Country

WEDNESDAY, February 4, 2009 – Capitol Room

8:30 – 10:00 ITRR Research Projects Update

--Chrissy Oschell, ITRR Assistant Director

--Bynum Boley, Research Assistant

- 2009 Outlook & Trends,
- Indian Country research results
- Geotourism in the Crown of the Continent

10:00 – 10:15 Break

10:15- 11:00 Executive Committee Report

- TAC Operating Policy
- Legislation
- Montana Tourism Charter
- Strategic Plan

11:00 – 11:30 Branding Program Update & Deliverables

--Katy Peterson, Consumer Marketing Manager

--Angela Wong, Brand Manager

--Thurston Elfstrom, Senior Interactive Manager

- Unveil redesigned visitmt.com website

11:30 – 11:45 MTTA Update

- Seven Lodges Brochure

11:45 – 12:00 Other Business

- Suggest future speakers

Next Meeting

- June 1-3, 2009, Best Western Kwa Taq Nuk, Polson

Adjournment

Note: Other than the meeting starting time, times listed are approximate and agenda items may be rearranged. Action may be taken on any item listed on the agenda. Public comment is welcome on all items.